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Dated: 7-10-06 Signature: Maura A. Gallagher
(Maura A. Gallagher)

Docket No.: SIMU-P01-003
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Michael M. Segal

Application No.: 09/770808

Confirmation No.: 8253

Filed: January 26, 2001

Art Unit: 3624

For: SYSTEMS AND METHODS FOR DIRECTING
CONTENT WITHOUT COMPROMISING
PRIVACY

Examiner: D. F. Charles

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated January 10, 2006, please amend the above-identified U.S. patent application as follows:

Remarks/Arguments begin on page 2 of this paper.